



September 1, 2025

To whom it may concern,

LY Corporation
Takeshi Idezawa
President and Representative Director, CEO
Stock Code: 4689

Notice on the Share Consolidation of BEENOS Inc. and Transition into a Wholly Owned Subsidiary of LY Corporation

As announced in the “Notice Concerning Commencement of Tender Offer for the Shares of BEENOS Inc. (Securities Code: 3328),” dated March 21, 2025, LY Corporation (hereinafter the “Company”) conducted a tender offer for the issued shares, etc. of BEENOS Inc. (hereinafter, the tender offer: “Tender Offer;” and BEENOS Inc.: “BEENOS”), completed the settlement for the Tender Offer on May 14, 2025, and made BEENOS a consolidated subsidiary.

Thereafter, at the extraordinary shareholders’ meeting held by BEENOS on July 28, 2025, a proposal to consolidate 2,800,000 shares of BEENOS’ common stock into one share was approved, and the share consolidation took effect on September 1, 2025. As a result of the effectuation of the share consolidation, BEENOS became the Company’s wholly owned subsidiary.

As a result of BEENOS becoming a wholly owned subsidiary, the Company can promptly establish a data utilization framework between the two entities. This is expected to accelerate business synergies centered on cross-border e-commerce, such as revitalizing distribution on “Buyee,” which will further enhance the corporate value of the Company.

1. Overview of BEENOS

Company name: BEENOS Inc.

Location: 8-4-13 Nishigotanda, Shinagawa-ku, Tokyo

Representative: Representative Director, Executive Officer and President, Shota Naoi

Contents of business (BEENOS Group): Cross-border e-commerce business, entertainment business, etc.

Stated capital: JPY 3,178 million (as of June 30, 2025)

2. Effective date of share consolidation

September 1, 2025

3. Impact on the business performance

The settlement of the Tender Offer was completed on May 14, 2025, and the Company made BEENOS Inc. a consolidated subsidiary. The impact of this transition to a wholly owned subsidiary on the Company’s

consolidated business performance is expected to be minimal.

Disclaimer

This is an English translation of the release. This translation is prepared and provided for the reader's convenience. All readers are recommended to refer to the original version of the release in Japanese for complete information.